

# About DistrictWON



## **OUR MISSION**

To link brand messages to communities via scholastic partnerships within programs that are **mutually beneficial** & with purpose.

#### **Partnering with Purpose**

A brand's investment that makes a positive impact and provides a tangible benefit to each community it serves.

# **OUR METHOD**

We deliver messages primarily through athletic events, activities and other powerful communication assets that schools possess. With all campaigns, we pass along significant funding to participating schools.

Schools are neighborhood pillars with the ability to galvanize entire communities.











### **OUR PEOPLE**

Our people pioneered the integration of brand messages into the scholastic market and have 20+ years of experience in this space.

# **TRUST**

Why schools & communities trust DistrictWON



### **OUR PARTNERSHIPS**

DistrictWON serves as an official and exclusive partner to the NIAAA (National Interscholastic Athletic Administrators Association).





#### **OUR MISSION**

Benefits both the community and the brand message with the utmost importance!



# The PLATFORM



# NATIONAL REACH, LOCAL IMPLEMENTATION



DistrictWON partners with high schools across

America



12 million participants (NFHS.com, 2019)



19,500 member high schools. (NFHS.com, 2019).

Campaigns scale from "National" through "Neighborhood Specific"!

The DistrictWON platform offers campaigns the ability to activate Nationally, by-Region, by-State, by-Zip Code, by Location-Matching and more.

Given our scope, we have the largest "grassroots-marketing" canvas in the U.S.



# **OUR AUDIENCE & REACH**

DistrictWON's audience is hyper-local; campaigns penetrate entire communities. Demographically, the reach is rich in families and young people. Additionally, the platform has an amazing capacity to reach desired ethnic populations or specific geographic areas as well, not just by-market, by each neighborhood.











# Our METHODS



# **BRANDING**

## Best Facilities, All Season

Brands can receive 40+ weeks of exposure through the fall (*football stadium*), winter (*gymnasium*) and spring (*outdoor stadium*) athletic seasons, creating a strong partnership within the community.

#### **Incredible Delivery**

Schools hold <u>hundreds</u> of events within their **stadium** and **gym**. According to *Geopath*, DistrictWON schools deliver an <u>avg of</u> **2.5 million impressions annually!** Better than most billboards!







DistrictWON signs are measured and audited by *Geopath*, the out-of-home industry standard.

# **DIGITAL**

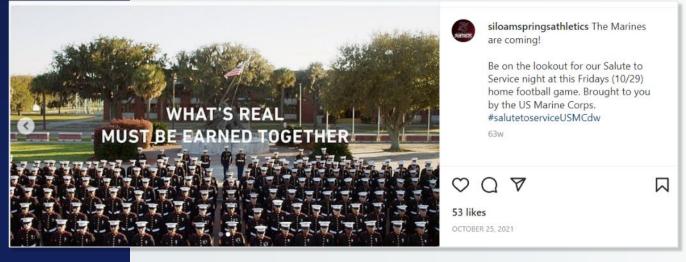
#### **School Social Media**

Trusted and powerful delivery of messages through official school accounts, not typically accessed for marketing. These are protected channels with terrific reach.

Most schools have **5,000-10,000 followers** on school-affiliated accounts.

Messages travel authentically!







**BRAND24** 

School social media posts are measured and audited by *Brand24*, providing reliable metrics. Used by the best ad agencies across the U.S.

# **ACTIVATION & ENGAGEMENT**

#### **Access to Thousands of Events**

Messages can extend to "in-person moments" through a variety of experiential assets.

- Onsite displays or booths at events
- In-school opportunities such as hosting a faculty lunch
- Check Presentations
- We even create big events that can be devoted to special causes!









# **ACTIVATION, EVEN BIGGER!:**

DistrictWON can create a series of unique and powerful engagements across the U.S.

- Schools will create large group sessions for special purposes.
- Presentations can be supported by additional assets such as handouts or various onsite activations, interactive displays and other materials to maximize each get-together.
- Extensive social media is used to generate authentic publicity & awareness for these sessions.
- DistrictWON can publish an original story abut each assembly promote aggressively.
- DistrictWON can provide enhanced data with post event surveys following each engagement.









# **INFORMATION DISTRIBUTION**

### **Get the Message Home**

Deliver information to communities via schools through methods that ensure the message makes it home!

- Co-Branded schedule or "school information" magnets
- Brochures, fliers, inserts
- Promotional items, such as rally towels, etc.









#### These are not faceless campaigns!

# **P.A. ANNOUNCEMENTS**

Campaigns receive between 2 – 4 announcements per event where available and can be utilized for important *Calls to Action*.

At OneDigital, we offer **Wildcat** business owners the best options for today's ever-changing health and wellness plans. We are improving healthcare options for employees and helping employers make better decisions about their plans. *Check us out at OneDigital.com.* We are a proud supporter of Wildcat teams & businesses everywhere!



Messages become more "real" when they are directed my teams and my community!



## **BRANDED APPAREL — BIG EVENTS!**

### **Opportunity to Create a Lasting Impact in the community!**

- Choose a team to fully outfit (football, basketball, volleyball, soccer, etc.)
- School will devote a game to "unveil" the uniforms, all of which will be completely customized, branded, and premium quality. Schools have fun with this process!
- Event will be promoted via social media well in advance; becomes a "big deal."
- Brand takes center stage at the event for making it happen.
  - The uniforms are a huge value to the school!
  - Branded tees for the students (walking billboards!)!













# **#DWBEYOND - AUTHENTIC CONTENT, SUPERIOR DELIVERY**

Feature stories about our partners and the impact they have on schools and communities.

#### **Creates "Authentic Content":**

- A Feature Story, not an Advertisement!
- Local voices and people are featured.
- Written by a 3<sup>rd</sup> party reporter that thoroughly covers "both sides" of the story.

#### **Allows "Superior Delivery":**

- Often published on participating schools' websites & social media channels.
- Aggressively pushed via social media by DistrictWON within a hyper-local region.
- Due to its interesting content and local appeal, readership and activity is powerful.



Another great partnership with Medina Auto Mall & Buckeye High School (Medina)!

The generosity of a local family-owned business partner is so important to Buckeye High School sports and the Medina, Ohio, community, says Buckeye High School Athletic Director Tom Harrington.

https://www.districtwon.com/.../looking-good-buckeye.../



DISTRICTWON COM

Looking good: Buckeye Bucks team up with Medina, Ohio familyowned auto company | DistrictWON Learn more



# BRINGING IT ALL TOGETHER: FARMERS INSURANCE

A NATIONAL program with HYPER LOCAL community engagement.



#### **CALL TO ACTION - PA's**

"We are grateful for the support of Farmers Agent Joe Smith, during such an uncertain time! The Safe Decisions messages on Safe Driving are critical. We also can't wait to unveil our new football unis for our game devoted to Safe Decisions! Thank you, Joe! #FarmersSafe."

#### **SCHOOL SOCIAL MEDIA**









Sar

#### **INFORMATION** DISTRIBUTION



LOCAL **MEDIA** 

**ON-SITE ACTIVATION** 



**Agent quote:** "The Safe Decisions program has been wonderful for getting further connected and involved in my community. I'd recommend this program to any agent."

Sam Chapman - Farmers Agent

**AD quote:** "The message of 'safety' has been embraced by our students and the entire community. This program has been fantastic for our community."

Matt Swain - Athletic Director, Tattnall County High School



DistrictWON®

# **CUSTOM KPI'S**

### **How is My Campaign Doing?**

We deliver custom and relevant KPI's. This can include audience measurements and impressions, social media delivery and engagement, broadcast analytics, redemption rates, community activity around a campaign and more.

Each client is different. We will work to measure what is most important!





# MANAGEMENT & PRICING



## **TURNKEY MANAGEMENT**

DistrictWON makes this easy!

#### **School Outreach**

We manage the selection process and reach out to schools.

### Agreements

We establish an official LOA with each school outlining program.

#### Coordination

We coordinate all activation and marketing elements at schools.

#### **Production**

We produce all program elements – from signs, to handouts, to broadcast-ready art.

#### Management

We dedicate personnel to work directly with your brand and each school to manage and comply each campaign.



# **PRICING**

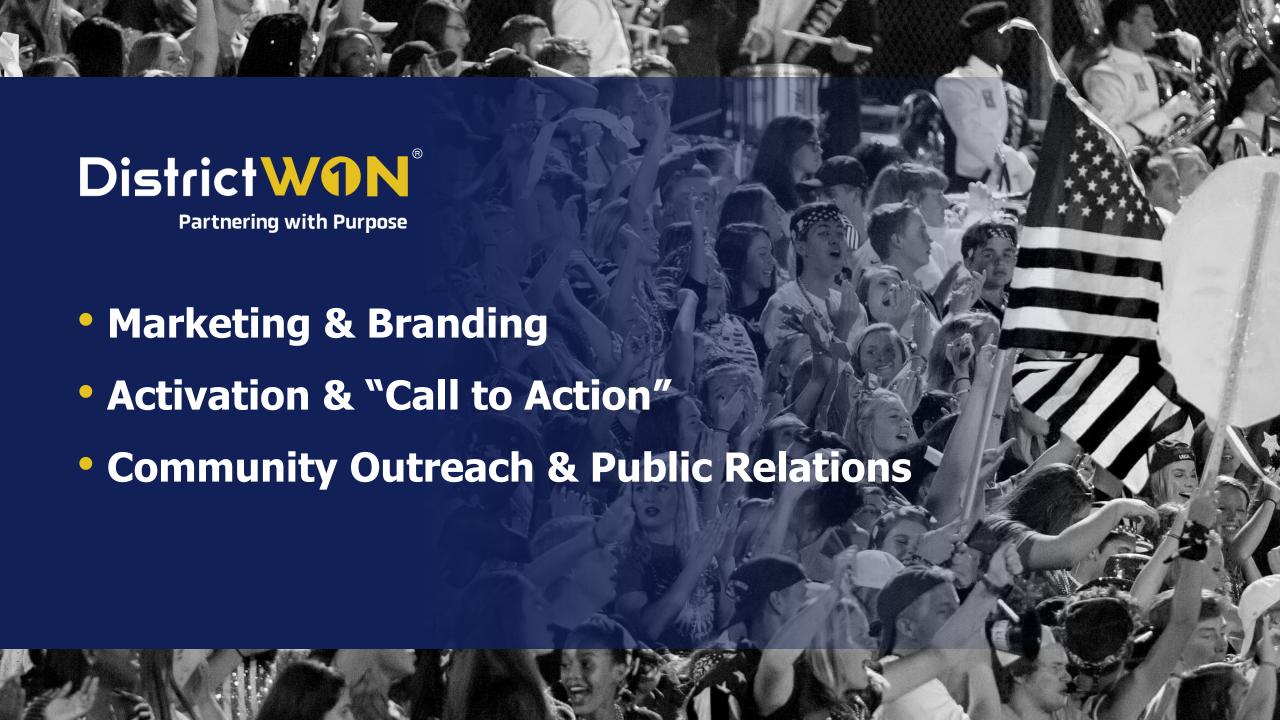
Pricing is determined by the number of schools within a campaign along with the desired marketing assets.

We encourage "annual engagement" with schools, i.e. programs that can be relevant all year. However, we do offer ala carte programs "by-season" as well.

Dollars are sent equally to all participating schools.







## CONTACT

**David Liberatore VP, Integrated Programs** 

**Vern Thompson Account Manager** 

**Adam Winterich** Account Manager



O: 216-727-3522

M: 440-724-3565

dliberatore@districtwon.com

O: 216-485-3563

M: 440-983-7634

vthompson@districtwon.com

O: 216-485-3559

M: 440-856-6734

awinterich@districtwon.com

